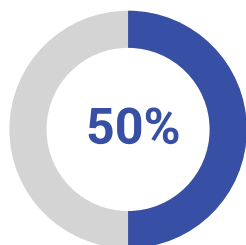


Promoting employment of 45+ adults through a disruptive training approach.



6 out of 10 workers reported seeing or experiencing age discrimination at work being unable to advance in employment or self-employment, or even having to retire early.

AARP data



50% of the active population over 45 years of age are unemployed as of 2020.



45+ adults have a set of transversal competences they have developed in their work situations:

- + Trust
- + Work ethics
- + Adaptability
- + Problem-solving
- + Critical thinking
- + Teamwork



Challenges brought by the COVID-19 pandemic:

- Early retirement
- Teleworking
- Lay off

Employers and hiring companies are looking for profiles with high levels of ICT-related skills, creativity and higher education – and show less interest in older age groups.

Unemployed older people often display:

Lack of know-how or training in 4.0 technologies and low interest in retraining .

Transversal competences and skills



Media and information

Locating and assessing information • Media analysis and evaluation • Digital competence
Arithmetics • Analytics



Critical and innovative thinking

Problem solving • Creativity • Conscientiousness
Entrepreneurial spirit • Ability to learn



Interpersonal skills

Presentations • Oral communication • Organization
Teamwork • Time management • Active listening



Intrapersonal skills

Self discipline • Enthusiasm • Perseverance
Self-motivation



Global citizenship

Tolerance • Openness • Respect for diversity
Cultural understanding

Full Competency Map available [here](#).

Get to know more about the PRIORITY45 project: priority45.eu

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Co-funded by the European Union

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